

INVOICE



WLWT
1700 Young Street
Cincinnati, OH 45202
Main: (513)412-5000
Billing: (410)338-6432

www.wlwt.com

Billing Address:

Crossroads Media
Attention: Accounts Payable
66 Canal Center Plaza
Suite 555
Alexandria, VA 22314

Send Payment To:

WLWT
PO Box 26881
Lehigh Valley, PA 18002-6881

Invoice #	Invoice Date	Invoice Month	Invoice Period
938061-1	08/05/12	August 2012	07/30/12 - 08/03/12

Station	Account Executive	Sales Office	Sales Region
WLWT	Mica Hansen	HRP -Washington	National

Advertiser	Product	Estimate Number
Crossroads GPS	CROSSROADS GPS 30S	862

Flight Dates	Order #	Alt Order #
07/31/12 - 08/06/12	938061	06258244

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

IDB #	Advertiser Code	Product Code
	12	11

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	08/03/12	08/03/12	OLYMPICS DAYTIME	OLYMPICS DAYTIME	----1--	:30	1	\$1,000.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	07/30/12	08/05/12	----1--	1	\$1,000.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WLWT	F	08/03/12	2:39 PM	OLYMPICS DAYTIME	OLYMPICS DAYTIME	:30	USPRTV13GPH	\$1,000.00 NM
3	08/03/12	08/03/12	5-530p M-F news	5-530p	----1--	:30	1	\$625.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	07/30/12	08/05/12	----1--	1	\$625.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WLWT	F	08/03/12	5:28 PM	5-530p M-F news	5-530p	:30	USPRTV13GPH	\$625.00 NM
4	08/03/12	08/03/12	5-6a news	5-6a	----1--	:30	1	\$150.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	07/30/12	08/05/12	----1--	1	\$150.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WLWT	F	08/03/12	5:23 AM	5-6a news	5-6a	:30	USPRTV13GPH	\$150.00 NM
5	08/03/12	08/03/12	6-630p M-F news	6-630p	----1--	:30	1	\$1,200.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	07/30/12	08/05/12	----1--	1	\$1,200.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WLWT	F	08/03/12	6:28 PM	6-630p M-F news	6-630p	:30	USPRTV13GPH	\$1,200.00 NM
6	08/03/12	08/03/12	NBC Today Show	7-9a	----1--	:30	1	\$3,000.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	07/30/12	08/05/12	----1--	1	\$3,000.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WLWT	F	08/03/12	8:48 AM	NBC Today Show	7-9a	:30	USPRTV13GPH	\$3,000.00 NM
16	08/02/12	08/02/12	OLYMPICS DAYTIME	OLYMPICS DAYTIME	---1---	:30	1	\$1,000.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	07/30/12	08/05/12	---1---	1	\$1,000.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WLWT	Th	08/02/12	11:53 AM	OLYMPICS DAYTIME	OLYMPICS DAYTIME	:30	USPRTV13GPH	\$1,000.00 NM

INVOICE



www.wlwt.com

Send Payment To:

WLWT
PO Box 26881
Lehigh Valley, PA 18002-6881

Invoice #	Invoice Date	Invoice Month	Invoice Period
938061-1	08/05/12	August 2012	07/30/12 - 08/03/12
Advertiser	Product	Estimate Number	
Crossroads GPS	CROSSROADS GPS 30S	862	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
17	08/02/12	08/02/12	Late News Olympics	Late News	---1---	:30	1	\$3,000.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	07/30/12	08/05/12	---1---	1	\$3,000.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 WLWTTh		08/02/12	12:24 AM	Late News Olympics	Late News	:30	USPRTV13GPH	\$3,000.00	NM
18	08/02/12	08/02/12	5-530p M-F news	5-530p	---1---	:30	1	\$625.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	07/30/12	08/05/12	---1---	1	\$625.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 WLWTTh		08/02/12	5:28 PM	5-530p M-F news	5-530p	:30	USPRTV13GPH	\$625.00	NM
19	08/02/12	08/02/12	5-6a news	5-6a	---1---	:30	1	\$150.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	07/30/12	08/05/12	---1---	1	\$150.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 WLWTTh		08/02/12	5:53 AM	5-6a news	5-6a	:30	USPRTV13GPH	\$150.00	NM
20	08/02/12	08/02/12	6-630p M-F news	6-630p	---1---	:30	1	\$1,200.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	07/30/12	08/05/12	---1---	1	\$1,200.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 WLWTTh		08/02/12	6:28 PM	6-630p M-F news	6-630p	:30	USPRTV13GPH	\$1,200.00	NM
21	08/02/12	08/02/12	NBC Today Show	7-9a	---1---	:30	1	\$3,000.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	07/30/12	08/05/12	---1---	1	\$3,000.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 WLWTTh		08/02/12	8:59 AM	NBC Today Show	7-9a	:30	USPRTV13GPH	\$3,000.00	NM
22	08/02/12	08/02/12	OLYMPICS M-SU PRIME	OLYMPICS M-SU F	---1---	:30	1	\$12,000.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	07/30/12	08/05/12	---1---	1	\$12,000.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 WLWTTh		08/02/12	11:30 PM	OLYMPICS M-SU PRIME	OLYMPICS M-SU F	:30	USPRTV13GPH	\$12,000.00	NM
30	08/01/12	08/01/12	OLYMPICS DAYTIME	OLYMPICS DAYTIME	--1----	:30	1	\$1,000.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	07/30/12	08/05/12	--1----	1	\$1,000.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 WLWTW		08/01/12	4:02 PM	OLYMPICS DAYTIME	OLYMPICS DAYTIME	:30	USPRTV13GPH	\$1,000.00	NM
31	08/01/12	08/01/12	Late News Olympics	Late News	--1----	:30	1	\$3,000.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	07/30/12	08/05/12	--1----	1	\$3,000.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 WLWTW		08/01/12	12:38 AM	Late News Olympics	Late News	:30	USPRTV13GPH	\$3,000.00	NM
	LR- Olympics								
32	08/01/12	08/01/12	5-530p M-F news	5-530p	--1----	:30	1	\$625.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	07/30/12	08/05/12	--1----	1	\$625.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at www.hearsttelevision.com/for_advertiser.

INVOICE



www.wlwt.com

Send Payment To:

WLWT
PO Box 26881
Lehigh Valley, PA 18002-6881

Invoice #	Invoice Date	Invoice Month	Invoice Period
938061-1	08/05/12	August 2012	07/30/12 - 08/03/12
Advertiser	Product	Estimate Number	
Crossroads GPS	CROSSROADS GPS 30S	862	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
32	08/01/12	08/01/12	5-530p M-F news	5-530p	--1----	:30	1	\$625.00	NM
Class of Time - Immediately Pre-emptible without notice									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WLWTW		08/01/12	5:22 PM	5-530p M-F news	5-530p	:30	USPRTV13GPH	\$625.00 NM
33	08/01/12	08/01/12	5-6a news	5-6a	--1----	:30	1	\$150.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	07/30/12	08/05/12	--1----	1	\$150.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WLWTW		08/01/12	5:09 AM	5-6a news	5-6a	:30	USPRTV13GPH	\$150.00 NM
34	08/01/12	08/01/12	6-630p M-F news	6-630p	--1----	:30	1	\$1,200.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	07/30/12	08/05/12	--1----	1	\$1,200.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WLWTW		08/01/12	6:12 PM	6-630p M-F news	6-630p	:30	USPRTV13GPH	\$1,200.00 NM
35	08/01/12	08/01/12	NBC Today Show	7-9a	--1----	:30	1	\$3,000.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	07/30/12	08/05/12	--1----	1	\$3,000.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WLWTW		08/01/12	8:37 AM	NBC Today Show	7-9a	:30	USPRTV13GPH	\$3,000.00 NM
36	08/02/12	08/02/12	NBC Today Show	7-9a	---T---	:30	1	\$3,000.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	07/30/12	08/05/12	---T---	1	\$3,000.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WLWTTh		08/02/12	7:59 AM	NBC Today Show	7-9a	:30	USPRTV13GPH	\$3,000.00 NM
37	08/01/12	08/03/12	OLYMPICS DAYTIME	OLYMPICS DAYTIME	--WTF--	:30	5	\$1,000.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	07/30/12	08/05/12	--WTF--	5	\$1,000.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WLWTW		08/01/12	11:41 AM	OLYMPICS DAYTIME	OLYMPICS DAYTIME	:30	USPRTV13GPH	\$1,000.00 NM
2	WLWTTh		08/02/12	11:01 AM	OLYMPICS DAYTIME	OLYMPICS DAYTIME	:30	USPRTV13GPH	\$1,000.00 NM
4	WLWTTh		08/02/12	2:48 PM	OLYMPICS DAYTIME	OLYMPICS DAYTIME	:30	USPRTV13GPH	\$1,000.00 NM
5	WLWTF		08/03/12	11:33 AM	OLYMPICS DAYTIME	OLYMPICS DAYTIME	:30	USPRTV13GPH	\$1,000.00 NM
3	WLWTF		08/03/12	1:21 PM	OLYMPICS DAYTIME	OLYMPICS DAYTIME	:30	USPRTV13GPH	\$1,000.00 NM
39	08/01/12	08/01/12	OLYMPICS M-SU PRIME	OLYMPICS M-SU F	--W----	:30	1	\$12,000.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	07/30/12	08/05/12	--W----	1	\$12,000.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WLWTW		08/01/12	11:59 PM	OLYMPICS M-SU PRIME	OLYMPICS M-SU F	:30	USPRTV13GPH	\$12,000.00 NM
40	08/03/12	08/03/12	OLYMPIC ZONE	OLYMPIC ZONE	----F--	:30	2	\$3,000.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	07/30/12	08/05/12	----F--	2	\$3,000.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WLWTF		08/03/12	7:37 PM	OLYMPIC ZONE	OLYMPIC ZONE	:30	USPRTV13GPH	\$3,000.00 NM
2	WLWTF		08/03/12	7:55 PM	OLYMPIC ZONE	OLYMPIC ZONE	:30	USPRTV13GPH	\$3,000.00 NM
41	08/03/12	08/03/12	OLYMPICS M-SU PRIME	OLYMPICS M-SU F	----F--	:30	2	\$12,000.00	NM
Class of Time - Immediately Pre-emptible without notice									

INVOICE

www.wlwt.com

Send Payment To:

WLWT
PO Box 26881
Lehigh Valley, PA 18002-6881

Invoice #	Invoice Date	Invoice Month	Invoice Period
938061-1	08/05/12	August 2012	07/30/12 - 08/03/12
Advertiser	Product	Estimate Number	
Crossroads GPS	CROSSROADS GPS 30S	862	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
41	08/03/12	08/03/12	OLYMPICS M-SU PRIME	OLYMPICS M-SU F	----F--	:30	2	\$12,000.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	07/30/12	08/05/12	----F--	2	\$12,000.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WLWT	F	08/03/12	8:05 PM	OLYMPICS M-SU PRIME	OLYMPICS M-SU F	:30	USPRTV13GPH	\$12,000.00 NM
1	WLWT	F	08/03/12	9:08 PM	OLYMPICS M-SU PRIME	OLYMPICS M-SU F	:30	USPRTV13GPH	\$12,000.00 NM
42	08/03/12	08/03/12	5-6a news	5-6a	----F--	:30	1	\$150.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	07/30/12	08/05/12	----F--	1	\$150.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WLWT	F	08/03/12	5:43 AM	5-6a news	5-6a	:30	USPRTV13GPH	\$150.00 NM
43	08/03/12	08/03/12	5-530p M-F news	5-530p	----F--	:30	1	\$650.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	07/30/12	08/05/12	----F--	1	\$650.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WLWT	F	08/03/12	5:21 PM	5-530p M-F news	5-530p	:30	USPRTV13GPH	\$650.00 NM
44	08/03/12	08/03/12	NBC Today Show	7-9a	----F--	:30	2	\$3,000.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	07/30/12	08/05/12	----F--	2	\$3,000.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WLWT	F	08/03/12	7:22 AM	NBC Today Show	7-9a	:30	USPRTV13GPH	\$3,000.00 NM
2	WLWT	F	08/03/12	7:56 AM	NBC Today Show	7-9a	:30	USPRTV13GPH	\$3,000.00 NM
45	08/03/12	08/03/12	6-630p M-F news	6-630p	----F--	:30	1	\$1,200.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	07/30/12	08/05/12	----F--	1	\$1,200.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WLWT	F	08/03/12	6:10 PM	6-630p M-F news	6-630p	:30	USPRTV13GPH	\$1,200.00 NM
46	08/03/12	08/03/12	OLYMPICS DAYTIME	OLYMPICS DAYTIME	----F--	:30	2	\$975.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	07/30/12	08/05/12	----F--	2	\$975.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WLWT	F	08/03/12	12:20 PM	OLYMPICS DAYTIME	OLYMPICS DAYTIME	:30	USPRTV13GPH	\$975.00 NM
2	WLWT	F	08/03/12	5:03 PM	OLYMPICS DAYTIME	OLYMPICS DAYTIME	:30	USPRTV13GPH	\$975.00 NM
Total Spots							36		

Payment Terms 30 Days

<u>Gross Total</u>	\$95,875.00
<u>Agency Commission</u>	\$14,381.25
<u>Net Amount Due</u>	\$81,493.75